

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BUYING TIME	Rep Firm	
Advertiser	() .BILL FARMER STATE R		650 MASSACHUSETTS AVE,N.W., SUITE 210	Sales Office	() PHILADELPHIA
Product	POLITICAL		WASHINGTON, DC 20001	Salesperson	() IAN AMBRON
Estimate#	2579	Agency C/P1/P2/E	433/438/2579		
Buyer	ERICA CORSO	Flight Dates	11/01/2012 - 11/05/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	12P-1P	NOON NEWS	:30	\$750.00	11/02-11/02	0	0	0	\$0.00	
		Buyline Comment: NA, MG SEP LINE										
	2	M	12P-1P	NOON NEWS	:30	\$750.00	11/05-11/05	0	0	0	\$0.00	
		Buyline Comment: NA, MG SEP LINE										
	3	SU	7P-8P	FOOTBALL NIGHT AMER	:30	\$2,000.00	11/04-11/04	0	0	0	\$0.00	
		Buyline Comment: NA, MG SEP LINE										
	4	M	10P-11P	REVOLUTION	:30	\$3,500.00	11/05-11/05	1	1	1	\$3,500.00	
		Buyline Comment: MG FOR NA'S 1-3										

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Nov 12: 1 / \$3,500.00
Sales Totals: 1 / \$3,500.00
Station Totals: 1 / \$3,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$3,500	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMPET

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Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE